



## Limited Edition



Benson & Hedges must be a limited edition cigarette because quality demands extra care, patience, and attention to detail. Pick up a packet of Benson & Hedges and examine quality close up. The handsome crush-proof packet is unique. The cover slides back to deliver each cigarette in

perfect shape. Discover the Benson & Hedges filter system. Recessed into the mouthpiece, the filter never touches your lips, never intrudes upon smoking enjoyment. Light up and learn what superb tobaccos, patiently aged and skillfully blended, do for your taste. These are a few of the reasons why Benson & Hedges must be a limited edition.

**WITH BENSON & HEDGES YOU PAY MORE . . . YOU GET MORE**

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